

and conventions presented to Marketing Management background on the conventionally 75 trade and professional possibilities for us.

or our exhibit display in Conference and Exhibits - 27.

ng for exhibit displays and arrangements to be made for our exhibit display held in Washington, D. C. participation in the meeting in the Washington Administrators to discuss all



Towards Improved Business Correspondence

Speed, accuracy, improved customer relations and administrative procedures . . . all important ingredients in successful business operations. Xerox 813® and 914® Copiers are adding immeasurably to this picture (described in three examples here). Additionally, a simple feasibility study—a comparison between carbon copies and xerocopies—is explained. We suggest you read it. The study could save you precious time . . . and money.

A Quick Reply System

Eliminate backlogs of correspondence, phone calls from customers, lost letters. Cash losses and time lapses in reviewing and answering business correspondence can be appreciably lessened through the use of a Xerox copier. Using this simple method . . .



Separate letters that can be answered quickly from your incoming stack.



Pencil replies directly in the margins or on the bottom of the letter.



copies for your file.



Return the original to the sender.

Advantages

- The majority of letters can be answered at a first reading.
- Using a Xerox copier, typing, proofreading and corrections are eliminated.
- Saves time. Businessmen and secretaries have more time to devote to other duties.
- Speeds communications. The sender receives a faster reply.
- Reduces file space 50 per cent. A xero-copy of the original contains both incoming and outgoing information on a single sheet of paper.
- Eliminates the chance of typographical errors.

Cross-Reference Files

Modern business demands mean speed. Efficient secretaries know that fast correspondence retrieval can be assured only by filing copies of documents in cross-reference locations.

Traditionally, secretaries type carbon copies of all outgoing correspondence for file retention. However, incoming correspondence poses a different problem. Additional copies are either typewritten or cross-referencing is abandoned.

Xerox copies readily solve the problem of establishing and maintaining cross-reference files.



Using a template or overlay, a routing or file code block can be added in a corner of the correspondence.



Correspondence is copied
on the copier.

File the correspondence.

Advantages

There is no chance of "missed" information.

Xerox copiers even copy colors.

Xerocopies are ready for routing or filing as soon as they emerge from the copier. No wet chemicals to contend with.

Copies can be made of pictorial material accompanying the correspondence—drawings, charts, graphs.

Customized Form Letters

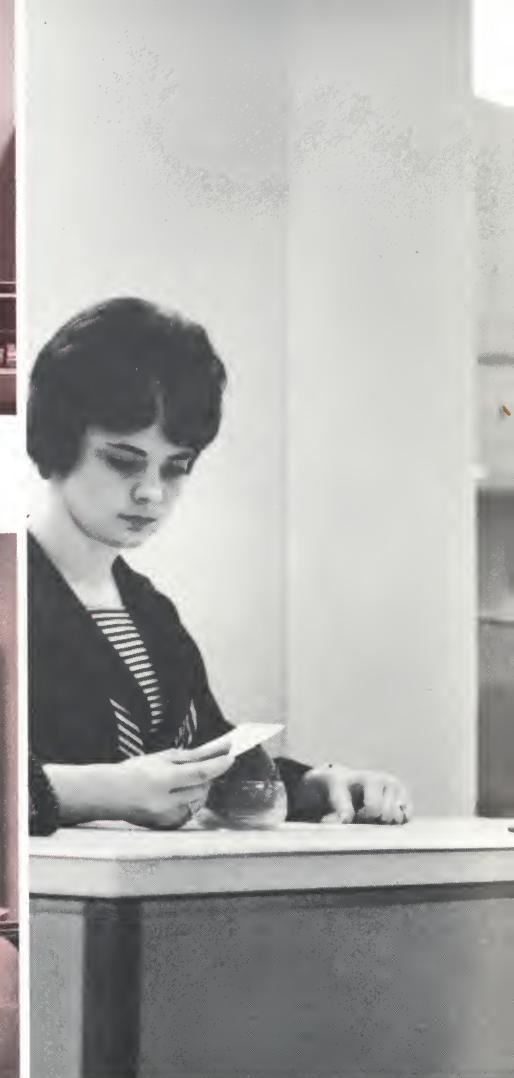
Most business correspondence falls into certain standard categories. For this reason, many companies are finding form letters the fastest method of response to such important correspondence as customer inquiries, acknowledgments, requests for information. However, there are many disadvantages to the use of form letters . . . too impersonal . . . indicates a shortcut has been taken . . . too easily identified. A typed address can be noticeably different than the printed body of a letter. Using one of two Xerox-suggested methods, the appearance of form letters is improved while the need for printing large quantities is eliminated.



Select the appropriate form letter from an original maintained in a file folder.



Type the recipient's name and address on a small gum-backed label.



By moistening a small spot, attach the label to the letter.

Advantages (Method A)

Only one label is typed for both inside address and envelope. By using an identical typewriter face on the label, the address appears the same as the text. Only a single copy of each letter need be retained. Revised letters can be made without obsoleting a large inventory of previously printed letters. Dictating, typing and proofreading is virtually eliminated. Replies are faster.



Remove the label from the form letter, attach it to an envelope and mail a xerocopy.



Refile the form letter in its folder and retain additional xerocopies for your correspondence files.

copy on your own letterhead
A faint shadow mark
label is the only difference
between original and the xerocopy.



Select the appropriate form letter from your file.



Make a xerocopy (intermediate) on blank paper.



Type the recipient's name and address on the intermediate xerox copy . . . the same type face as the body copy.



Make xerocopies from the intermediate copy on your own letterhead.



Type the recipient's name on an envelope.



Mail the letterhead copy.



Retain the intermediate and other copies in your correspondence files. The blank form letter is returned to the file folder with the rest of your form letters.



Some facts about Carbon Paper... and a simple test

3

Advantages (Method B)

- Does not look like a form letter.
- Shadow lines do not appear on the copy.
- Only one copy of the form letter is retained.
- No expensive inventory of letters needed.
- Form letters are easily altered. New ones can be quickly added to the letter file.
- Cuts down on dictating, typing, proofreading time.
- Better service is provided to customers and prospects.

XEROX

**Some facts about
Carbon Paper...
and a simple test**

Carbon paper is a thin sheet of paper with a coating of carbon ink. It is used to transfer the image of a printed or written document onto another sheet of paper. The carbon ink is transferred onto the second sheet of paper when pressure is applied to the carbon paper. This is why it is important to use a carbon paper that is compatible with the printer or copier being used. There are several types of carbon paper available, including thermal, inkjet, and laser. Each type has its own unique characteristics and benefits. For example, thermal carbon paper is often used for high-volume copying because it is faster and more cost-effective than other types. Inkjet carbon paper is often used for color printing because it can produce vibrant colors. Laser carbon paper is often used for high-quality black and white prints because it can produce sharp, clear images. When using carbon paper, it is important to follow the manufacturer's instructions to ensure that the image is transferred correctly and that the paper does not damage the printer or copier. It is also important to use the right type of carbon paper for the specific printer or copier being used. For example, using the wrong type of carbon paper can result in smudges, streaks, or other problems. It is also important to use the right amount of pressure when transferring the image onto the second sheet of paper. Too much pressure can damage the printer or copier, while too little pressure can result in a faint or blurry image. Overall, carbon paper is a versatile and useful tool for transferring images onto other sheets of paper. By understanding the different types of carbon paper and how to use them correctly, you can ensure that your prints are clear, sharp, and professional.

Many Xerox customers are finding out every day that xerocopies can be cheaper than carbon copies. Do you need proof? Make a simple time study right in your office. All you need is a wrist watch. Enclosed is a test worksheet for your convenience. 

Why Carbon Copies Cost More

When your secretary uses carbon paper:

Preparation time is longer.

Typing is slower to insure fewer mistakes.

Mistakes mean multiple, time consuming corrections.

Valuable time is wasted proofreading.

More time is spent finishing and cleaning up.

Test Worksheet

a Cost of Carbon Copies

secretary's time
(in minutes) (1)

her hourly rate \$ (2)

cost per sheet
(carbon paper) \$ (3)

times each carbon
sheet is used (4)

$$\text{cost for 6 copies} = \frac{(1) \times (2)}{60 \frac{\text{min.}}{\text{hr.}}} + \frac{5 \times (3)}{(4)} = \$ \boxed{}$$

a

b Cost of 6 Copies by Xerography

secretary's time
(in minutes) (1)

her hourly rate \$ (2)

$$\text{cost for 6 copies} = \frac{(1) \times (2)}{60 \frac{\text{min.}}{\text{hr.}}} + \left(\frac{5 \text{ copies}}{\text{hr.}} \times \$0.05^* \right) = \$ \boxed{}$$

b

c Cost Savings

$$a - b = c$$

c
 \$

*Xerocopies cost from 4½ to 5½ cents each (including supplies and paper) depending on volume

How to Figure the Cost of Carbon Copies in Your Office

- . Select a typing job one page long.
- . Explain to your secretary that she is to type this page without interruption. (If necessary, offer to answer the phone yourself.) Ask her to type and proofread a single-spaced copy of the original and to make five carbon copies. Tell her to bring you the completed copies when she is done.
- . Time her. Include: pulling carbon paper from package, interleaving carbons and paper, registering paper in typewriter and returning carbon paper to package.
- . Ask her how many times she uses each sheet of carbon paper before she throws it away. Find out what you pay for each sheet, and calculate the cost per copy for carbon paper. (If your secretary uses carbon sets, determine the cost of each.) Multiply by five sheets to compute the cost.
- . Calculate the labor cost involved in producing six copies by multiplying your secretary's hourly rate by the time (in hours) it took her to do the job.
- . Add the labor and carbon paper costs together to arrive at the total cost of the job.



How to Figure the Cost of a Single Typewritten Copy

- Several hours after your secretary has taken the first test, ask her to type a single copy of the same document. As before, she should do the job without interruption and bring you the completed copy when she is done. Don't forget to have her proofread the final copy.
- Time her during this operation.
- Multiply her time by her hourly rate to determine the cost of doing the job.

How to Figure the Cost of a Xerocopy

- Compare the total cost of doing the job each way. Subtract the second method from the first.
- Xerocopies cost $4\frac{1}{2}\text{¢}$ to $5\frac{1}{2}\text{¢}$ each (depending on volume). This cost includes all supplies - even paper.
- In order to produce five xerocopies using the second method, the total cost would be approximately 5¢ times 5 copies, or 25¢.
- If the difference in cost between the first and second method is more than 25¢, you will save money with a Xerox copier.

Additional Values

- Because they are exact copies of the original, xerocopies insure that all copies are correct.
- By spending less time handling and collating carbon copies, your secretary has more time to devote to other duties.
- No longer is there messy carbon paper to handle. No soiled hands or clothes ... fringe benefits you can't overlook.
- Copies are as clear and sharp as the original ... no one has to get an unreadable carbon copy of any document. (Have you ever tried to read the seventh carbon copy of a letter?)
- You can make as many copies as needed for distribution - without ever retyping.

XEROX

Xerox Corporation, Rochester, New York 14603

Printed in U.S.A. X9-215

XEROX

Creative Copying for Purchasing Departments



1 Material Specifications

2 Vendor Records

Because a purchase order is a binding contract, complete and accurate descriptions must be included with the PO. In some cases, this requires typing several pages of detailed information, often phrased in legalistic language. Typing is slow; proofreading is tedious. Chance of error cannot be completely eliminated. Xerox customers know a way to reduce this problem.



Originals of material and parts specifications are kept in a file.



Xerocopies made from these specifications are produced as needed on the Xerox 914®.



Because several copies of the PO are usually made, enough xero-copies of the specifications are made so that every PO is complete.

Benefits of the Xerox method

Impressive savings in typing and proofreading costs

Copies easily made of specifications containing tables, drawings, sketches

Xerocopies recognized as true and accurate documents

Original specification is retained in file

No chance for transcription errors

Most purchasing agents agree that, when buying production materials, quality and delivery are more important than price. Materials which arrive late, or are rejected and returned to the supplier, can cause production delays worth many times the purchase price. Suppliers who habitually make late deliveries or ship sub-standard materials must be regularly reviewed, and considered for removal from lists of regular vendors. Modern purchasing departments use xerocopies to simplify vendor records.



Xerocopies of company records indicating the vendor's material, delivery, price and other ratings are sent periodically to the vendor. This is an aid to him in improving his service, etc. Confidential information can be masked out with opaque overlays or Xerox Snopake Correction Fluid.



Additional copies of vendor ratings are distributed to purchasing and company management for review at buying committee meetings.

Using this simple method, the xerocopies are as up-to-date as the posting system. The original stays in the purchasing department permanently. All copies are sharp black-on-white, and as many as are needed at any time can be produced quickly and inexpensively.

3 Catalogs

When an engineer, architect, or manager needs a commodity, he studies catalogs from several suppliers. Because people sometimes forget to return individual catalogs or keep them too long, catalog files are seldom complete. Some companies try to keep several copies of each catalog in file; others set up a library system, with periodic reminders sent to overdue borrowers. When a Xerox 914 Copier is available, there is no need to take a catalog from the purchasing department.



A copy of the pertinent page or pages is made in a few seconds on the Copier. The 914 makes copies from bound publications, so pages need not be removed.



If necessary, the xero-copies can be attached to the purchase order as a reference or to eliminate transcribing specifications from the catalog to the PO.

With this system

Catalog files are always complete and intact

More people can use the catalogs; shelf space is conserved

Tracing catalog borrowers is unnecessary

Because the 914 Copier copies drawings, charts and sketches, everything on the catalog page is on the copy

4 Purchase Orders

The order writing process actually begins with the bid requests, usually three or more sets, which are typed and sent to vendors. After the bids are returned and reviewed, the winning bidder receives a purchase order typed from the bid request—and copies of the PO are also sent to other departments such as accounts payable, receiving and quality control. Transcribing data from the bid to the PO can result in mis-copied information, and resulting confusion and delay in shipment. Here's a Xerox method to streamline order writing.



Type the bid requests on a standard form. Request the supplier to return this form with his quotation typed on it.



A simple printed overlay changes the bid into a purchase order when it is copied on the Xerox 914.



For this, the Copier is loaded with white or tinted paper that has purchase terms pre-printed on the reverse. The final result is a two-sided purchase order, as complete as any prepared by manual methods.

Using this method, Xerox customers have found that

Typing time is greatly reduced

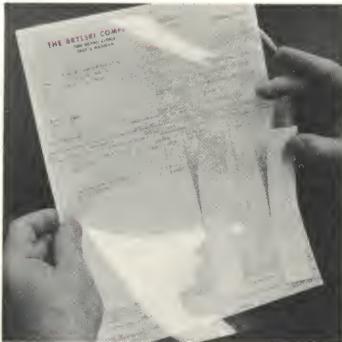
Mistakes in transcribing from bid to PO are eliminated

POs made on a 914 are clear and sharp, highly legible—and permanent

The 914 produces thousands of bid requests and POs every day—with much less manpower than by manual means

Add your own imagination

... and see what a Xerox Copier can do for your company!



Mask out

Delete portions of forms and other documents by using opaque overlays, templates or Xerox Snopake* Correction Fluid.



Make offset masters

Xerox Copiers will make inexpensive masters from any original. Masters made on Xerox Copiers are ready for the press.



Add on

Add or change information on xerocopies by using a written or typed overlay.



Copy on colored stock

You can make copies on colored bond paper to signify copy distribution or pre-collate color sets for systems uses. The Xerox 914 will also copy on card stock up to 10 mils thick.



Copy on preprinted sheets

You can copy variable data onto stock preprinted with standard information—or—vice versa.

XEROX

Xerox Corporation, Rochester, New York 14603

X9-214 Printed in U. S. A.

*A TRADEMARK LICENSED TO LITHO ARTS PRODUCTS, INC.

XEROX

Creative Copying for Planning and Research Departments



1

Documentation

Planning and research departments, particularly those involved in technical programs, constantly develop new ideas, techniques and processes which must be supported by documentary evidence. Many firms require their research staff keep diaries in the form of an engineer's notebook in which new ideas are recorded as they develop. At a later time, these diaries may be required for patent applications or to support published information. With a Xerox 914 Copier available, proof of discovery is easy to document.



Diary and notebook pages are copied on the 914 without having to remove them.



Charts and diagrams can easily be copied on the 914.



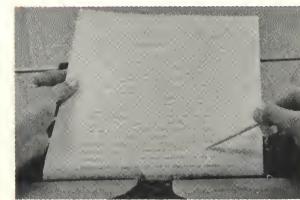
Graphs produced by recording instruments can be safely copied on the Xerox 914® because the original is never exposed to heat or chemicals.

Xerocopies are legally acceptable in most courts. In addition, original material stays in the research department when xerocopies are made for "outside" use. The researcher retains copies of his actual work sheets and calculations for his records. These may contain his original sketches and diagrams reproduced as clear and sharp as the original, but more permanent than pencil originals.

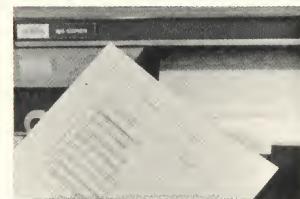
2

Planning Reports

Planning reports for management contain detailed information such as layouts, maps, diagrams and tabular matter. Several copies of these reports are needed, and they must be attractive and legible. Traditional methods for reproduction of these reports are time-consuming and costly. Xerox customers have solved this problem by producing complete planning reports on the Xerox 914 Copier.



Xerox Snopake® Correction Fluid is used to make corrections on an original copy of the report. Snopake dries rapidly, producing an opaque, smooth surface on which corrections are typed.



Charts and graphs reproduce as clearly as the original. In some cases, quality of the xerocopy is better than the original.

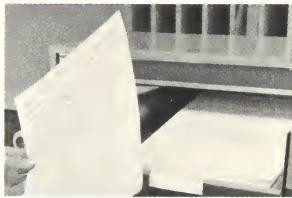


Every report is clear and legible. Because xerocopies are made on ordinary paper, marginal notes by the author are made easily.

Illustrations are easy to copy, many verbal descriptions can be eliminated. Hand-written marginal notes and underscoring can be used to add impact to particular sections. Also, every copy of the report is as clear and sharp as the first—there is no deterioration in the quality of successive copies.

3 Testing and Evaluation Reports

Tests of new devices and systems require complex and constant reporting methods and reports. Although graphic material would increase the value and understanding of the reports, it is often avoided because it is difficult to reproduce. In addition to these reports, worksheets are used to record observations, and these often contain sketches and diagrams that are impractical to use in the typed report. Laboratories having a Xerox 914 Copier available can furnish a wide variety of data for reports and summaries.



Prototype worksheets can be made on the Copier, and easily altered if necessary by making corrections on the original sheet.



Drawings and charts are copied as easily as typed and printed material.



There is no danger of damaging valuable documents when xeroxes are made on the 914; the original never moves and is never exposed to heat or chemicals.

Using a Xerox Copier to prepare interim and final reports speeds up production and distribution of these reports. Every xerocopy is as clear and distinct as the first. And whether diagrams and charts are drawn with ink or pencil, or printed, they will be copied in sharp, clear black-on-white.

4 Technical Libraries

Library Copy Service

Authors of technical papers and articles formerly typed several carbon copies of the draft and final copies of their manuscripts. But when a technical library has a Xerox Copier, only one original manuscript is needed. Additional copies are produced only as required, and at low cost. Authors find that draft xerocopies are easy to alter, while the original stays with the typist. Even graphs, tables, and illustrations reproduce clearly on Xerox Copiers.

Catalog Card Duplication

The Xerox 914 provides a practical and inexpensive way to create duplicate library catalog cards from original cards or proof sheets. The original cards, four or six at a time, are placed on the scanning glass of the 914 and, at the touch of a button, the desired number of copies is produced on catalog card stock—for about a penny a card.

Abstracts of Technical Articles

As a service to research management, many technical libraries prepare a brief summary of published technical articles which might apply to their company's business. A copy of this summary is distributed to each department head for his information and for routing to his personnel. When a Xerox Copier is available, copies of the summaries can be made instantly for distribution, or offset masters are produced by xerography when the quantity is large enough.

Add your own imagination

... and see what a Xerox Copier can do for your company!



Mask out

Delete portions of forms and other documents by using opaque overlays, templates or Xerox Snopake* Correction Fluid.



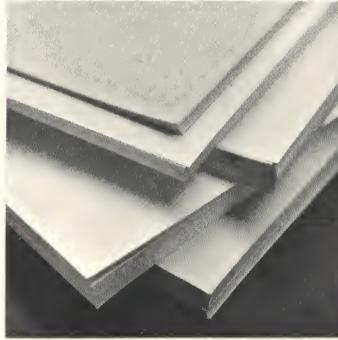
Make offset masters

Xerox Copiers will make inexpensive masters from any original. Masters made on Xerox Copiers are ready for the press.



Add on

Add or change information on xerocopies by using a written or typed overlay.



Copy on colored stock

You can make copies on colored bond paper to signify copy distribution or pre-collate color sets for systems uses. The Xerox 914 will also copy on card stock up to 10 mils thick.



Copy on preprinted sheets

You can copy variable data onto stock preprinted with standard information—or—vice versa.

XEROX

Xerox Corporation, Rochester, New York 14603

X9-213 Printed in U. S. A.

*A TRADEMARK LICENSED TO LITHO ARTS PRODUCTS, INC.

XEROX

Creative Copying for Engineering Departments



1

Technical Information

Every forward-looking company tries to keep its engineers informed about new technology in their field. Articles about new devices, competitive products, educational opportunities and technical papers are often summarized and distributed. This original material is collected, bound, and routed through a distribution list, a slow procedure in which the material, often out-of-date, reaches its readers weeks later. The Xerox 914® offers an inexpensive way to provide individuals with copies of complete articles.



Place the original face down on the scanning glass of the 914. Dial the number of copies you need. Press a button. And that's all!



All drawings, sketches and graphs can be copied, too. Every article is complete.



Assemble the xeroxes in a simple binder for greater convenience.

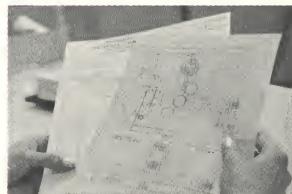
What are the advantages of the Xerox method?

Every engineer receives his own personal copy of each article while it is still current and meaningful. The xeroxes can be filed for future reference. There is no need to write abstracts of the articles. Marginal notes can be added in pen or pencil to highlight pertinent paragraphs, etc.

2

Tool Bids and Orders

Three or more competitive bids are usually required for new tooling. This usually requires writing a multi-copy snapout form for each bid—at least one copy for the vendor's file, one for the company file, and one to attach to the vendor's bid. Modern tool departments who have a Xerox 914 Copier use a fast, efficient method to prepare bid requests—even purchase orders—on their Copier.



A single original bid request is typed and checked. Necessary drawings are attached.



The original bid request is copied on the 914, and these xeroxes are sent to the vendors.



Through the use of a custom-designed template, a purchase order for the winning vendor can be produced directly from his bid.

In either case, the possibility of typing errors is completely eliminated, and typing time is sharply reduced. In addition, more of the tool engineer's time can be devoted to his job because he spends less time preparing and proofreading bid requests and purchase orders.

3

Engineering Specifications

When a specification is needed for work outside of the department library, the borrower must sign for it and return it later. If another person wants to consult the same specification, he must wait for its return or trace the borrower. With a Xerox Copier you can quickly copy these specifications and maintain the integrity of the specification file.



When a specification is needed, it is removed from the file and taken to a Xerox 914 Copier.



Copies are made of the desired pages of the specification. Bound specifications can be copied just as easily as loose sheets.



The file is returned immediately, ready for the next person who wants to use it.

Because the specification files are always complete when this system is used, no one need be without a specification or search for the borrowed copy. Furthermore, there is no necessity to appoint a librarian to maintain the specification file; because anyone can make copies on Xerox Copiers, borrowers can copy the specifications and return the originals to the file.

4

Engineering Proposals

Preparation of proposals is a normal function of the Engineering Department. These reports are frequently lengthy, and several copies are required. They usually include drawings, charts and diagrams that are costly or impractical to reproduce for all copies of the report. The Xerox 914 Copier completely eliminates the need for typing more than one original copy of the report. With the 914 you can make multiple copies of graphic material to accompany the report.



Xerox Snopake* Correction Fluid is used to make corrections on the original. Snopake dries rapidly to produce an opaque, smooth surface on which corrections can be typed.



Charts and graphs reproduce as clearly as the original. In some cases, quality of the xerocopy is better than the original.

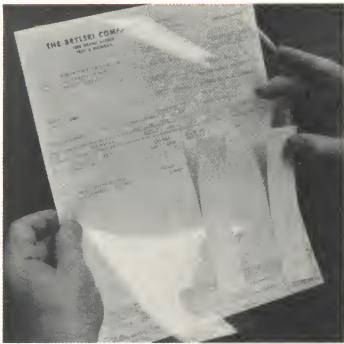


Every proposal is clear and legible. Because xerocopies are made on ordinary paper, marginal notes are easily included.

You can improve the value of any report by using xerocopies for brevity, clarity, interest, emphasis. Xerocopies can be made on tinted paper to add interest or convenience to a report, especially one composed of several sections.

Add your own imagination

... and see what a Xerox Copier can do for your company!



Mask out

Delete portions of forms and other documents by using opaque overlays, templates or Xerox Snopake* Correction Fluid.



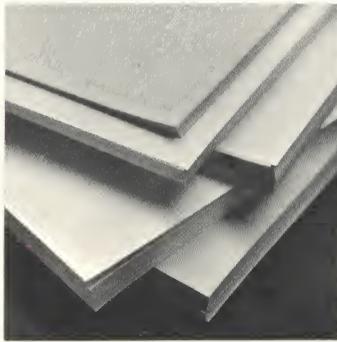
Make offset masters

Xerox Copiers will make inexpensive masters from any original. Masters made on Xerox Copiers are ready for the press.



Add on

Add or change information on xerocopies by using a written or typed overlay.



Copy on colored stock

You can make copies on colored bond paper to signify copy distribution or pre-collate color sets for systems uses. The Xerox 914 will also copy on card stock up to 10 mils thick.



Copy on preprinted sheets

You can copy variable data onto stock preprinted with standard information—or—vice versa.

XEROX

Xerox Corporation, Rochester, New York 14603

X9-212 Printed in U. S. A.

*A TRADEMARK LICENSED TO LITHO ARTS PRODUCTS, INC.

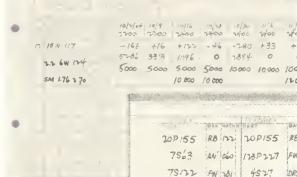
XEROX Creative Copying for Production and Inventory Control



1

Production Schedules

Visual panels are used by many production control departments to display production schedules and up-to-the-minute information on work in process. If personnel in the shop want to make use of the visual panel information, they must make frequent trips to its location, usually the production control office. Why not have xerocopies of reduced-size production schedules distributed direct to every production department and section concerned? This can be done daily or hourly, and it means every foreman has his own copy delivered right to his desk.



Use visible panels on which permanent information is imprinted, and variable data is posted on self-sticking labels.

Copy these panels on the Xerox 914® Copier, which will make copies on sheets of ordinary paper as large as 10" by 15½".

Production schedules produced are ready for immediate distribution direct to the department.

How you benefit

Eliminates centralized panel system.

Provides foremen with up-to-the-minute production information and requirements.

Has the built-in factor of being able to distribute special production notices.

Personal copy can be used for initiating an individual's required production scheduling.

Production control knows that everyone has been informed.

2

Inventory Control

Effective inventory control requires an accurate record of each part kept in stock. The inventory control clerk must post additions or deductions on an inventory or bin card. Then, in reordering, it is necessary to transcribe the data from the bin card to a purchase order requisition. However, errors in transcribing data from the bin cards to the purchase order form often result in wrong items, incorrect quantities or incomplete ordering information. A Xerox 914 Copier can eliminate these problems.



At reorder time, the bin card is placed on the scanning glass of the 914 and copied.



Bin card is returned immediately to the inventory card file.



Xerocopies can be sent to either the inventory order desk for review or direct to the purchasing department.

Here are the advantages

Reduces the time of getting reorder items to the attention of purchasing.

Copying bin cards eliminates the possibility of error in transposing.

Urgent items can be so designated when the xeroxes are produced.

Inventory clerk's job requirements will not require the ability to type purchase requisitions or purchase orders.

3 Trial Forms

In an effort to improve the efficiency of paperwork operations, production control departments (and other company departments) are constantly studying present forms for improvement by revision or the creation of new forms. But how can forms be changed or tested—inexpensively and promptly? A Xerox Copier is the answer.



Revise or re-edit present form with new format. Use Xerox Snopake* Correction Fluid to opaque out unwanted copy. Snopake dries instantly and corrections are made directly on it.



Produce xerocopies of revised form on the 914.



Distribute initial quantities of forms for testing and to departments concerned requesting their comments.

The Xerox method

Permits full review before placing a form into use. Allows revised forms to be distributed on a multiple basis for immediate comments.

Eliminates the necessity to have revised form prepared by an outside printer.

Makes revisions in forms easy and inexpensive.

4 Production Orders

In a manufacturing operation, copies of production orders must be distributed simultaneously to several departments such as the production department itself and inspection, stock room, shipping, and production control departments. Production orders, because of their multiple requirements, are usually written by hand on snap-out sets or typed on offset masters.

Using a Xerox Copier.



Make only one original for the insertion of information.



Place pre-collated, colored stock in the 914.



Produce xerocopies with the color of stock denoting the area of distribution.

Some of the advantages

Every copy is as distinct as the original.

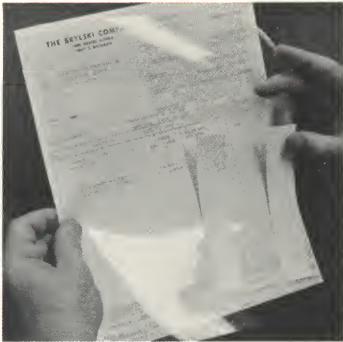
No chance of "missed" data; the 914 copies all types of inks and colors.

Colored stock provides a built-in distribution factor without the necessity of pre-printed forms.

Original production order reflects constant data; variable information is added when necessary.

Add your own imagination

... and see what a Xerox Copier can do for your company!



Mask out

Delete portions of forms and other documents by using opaque overlays, templates or Xerox Snopake* Correction Fluid.



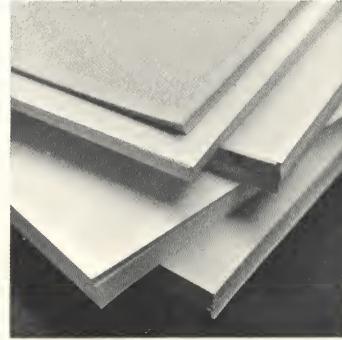
Add on

Add or change information on xerocopies by using a written or typed overlay.



Make offset masters

Xerox Copiers will make inexpensive masters from any original. Masters made on Xerox Copiers are ready for the press.



Copy on colored stock

You can make copies on colored bond paper to signify copy distribution or pre-collate color sets for systems uses. The Xerox 914 will also copy on card stock up to 10 mils thick.



Copy on preprinted sheets

You can copy variable data onto stock preprinted with standard information—or—vice versa.

XEROX

Xerox Corporation, Rochester, New York 14603

X9-211 Printed in U. S. A.

*A TRADEMARK LICENSED TO LITHO ARTS PRODUCTS, INC.

XEROX Creative Copying for Company Administration



1

Agendas and Minutes

Are agendas and minutes distributed to several persons in your company? Are they prepared by typing an original with carbon copies? Usually no more than six legible carbons can be typed at once, if more than six persons are to receive agendas and minutes, do you have another original and carbons typed—or do you slowly circulate a dog-eared copy from IN box to IN box hoping everyone will read it within 10 days?

Companies using Xerox Copiers find that they can streamline the production and distribution of agendas and minutes.

Here's how they do it:



One original is typed. If an error is made, this is corrected quickly with Xerox Snopake* Correction Fluid. The corrected copy can be retyped right over the Snopake.



The required number of agendas or minutes is produced in the Copier. In a few minutes, you'll have all the perfect black-on-white copies you need, ready for collating and distribution.



Graphic data such as drawings, and accounting sheets, can be copied and included in the agenda or minutes. Xerox Copiers make perfect copies of anything written, typed, drawn or printed—regardless of the type of ink used.

Here's an advantage of the Xerox 914®: because copies emerge face down, confidential information need never be seen by the Copier operator. She simply puts the originals face down on the working space on the 914, moves the individual sheets to the scanning glass, and dials the quantity needed, and presses a button.

2

Management Information

Administrative decisions today are often based on court rulings, legislative actions, labor union and stock market activity—even international politics. Keeping management informed of these developments was a slow process before the Xerox 914 Copier. Single copies of abstracts and court proceedings were passed from hand to hand and then filed in business libraries; or additional copies were ordered and distributed days later. Using xerocopies made on the Xerox 914 Copier, rapid distribution of important information is made simultaneously to everyone.



Clear, dry xerocopies can be made from anything typed, written, printed or drawn in any color—and from any original—even three-dimensional objects. No need to tear pages out of reports.



Abstracts of court decisions that influence company operations and planning can also be copied quickly on the 914. Only one original is made. Errors are corrected with Xerox Snopake* Correction Fluid. Because these rulings are exacting and lengthy, much tedious proofreading is eliminated.

What are the benefits of the Xerox method?

Everyone receives his own personal copy of important news while it is still current and meaningful.

The xerocopies can be filed for future reference.

Marginal notes can be added to the xerocopies to highlight pertinent paragraphs for individuals.

Less time is spent scanning for pertinent material, more time can be given to profitable reading.

3

Cross-Reference Files

The pace of modern business demands that the efficient executive secretary be able to produce filed information promptly. Today's secretary knows that she can insure fast correspondence retrieval only by filing copies of documents in cross-referenced locations. Copies are filed by subject, by originator, and other special groupings. Traditionally, secretaries type additional carbon copies of all outgoing correspondence for retention in the files, but incoming correspondence presents a different problem. Additional copies are either produced on the typewriter, or cross-referencing is abandoned. Xerox Copiers easily solve the problem of establishing and maintaining cross-reference files.



As correspondence is received, it is copied on the Xerox Copier. Through the use of a template or overlay, a routing or file code block can be added in the corner of the correspondence.



Because the Xerox Copiers copy colors and all ink types, every xerocopy is an exact duplicate of the original. There is no chance of "missed" information. And the xerocopies are as permanent as the paper on which they're made.

Cross-reference files maintained by xerocopies are always up-to-date because the copies are made quickly and are ready for routing or filing as soon as they emerge from the Copier. Copies can also be made of pictorial material included with correspondence—drawings, charts, graphs, etc.

4

Management Reports

Cumulative summaries and periodic progress statements are common techniques for reporting departmental and individual activity. Often these reports illustrate progress by showing comparisons with previous reporting periods in chart-like formats. Each time a report is due, summaries are retyped from previous reports and new information added. Frequently, past summaries are repeated on several subsequent reports. Considerable time is spent in typing and proofreading these documents. Department managers who prepare progress reports and other summaries can use a Xerox Copier to save hours of work every month.



Only one original typed copy of the report is prepared. If corrections are required, they are made with Xerox Snopake* Correction Fluid, an opaque white fluid that dries almost instantly. Corrections are typed right over the Snopake.



This original is copied as many times as required on the Copier.



Charts and graphs can also be copied. Some companies use removable tape to make line graphs and bar charts, using the same basic chart every month.

Producing reports on Xerox Copiers lets you Use tinted paper to add interest and convenience to a report.

Copy pictorial material for greater clarity and understanding.

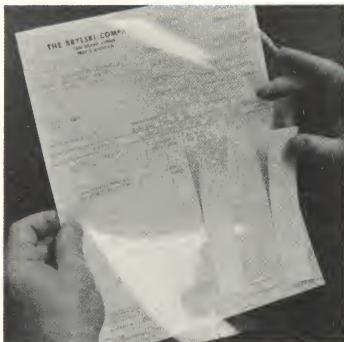
Retain the master for additional copies, or correction at the end of the next reporting period.

Prepare and distribute complete reports in less time.

Use xerocopies of original material as attachments to the report.

Add your own imagination

... and see what a Xerox Copier can do for your company!



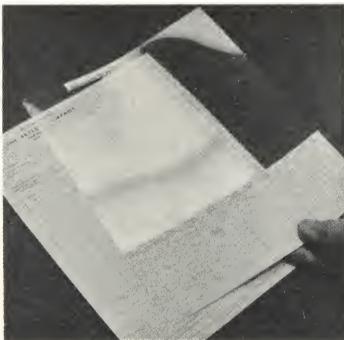
Mask out

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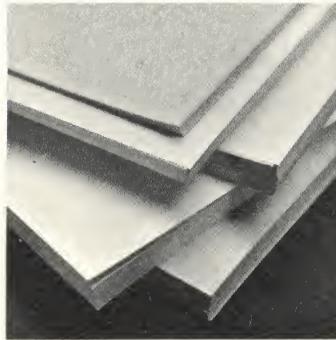
Make offset masters

Xerox Copiers will make inexpensive masters from any original. Masters made on Xerox Copiers are ready for the press.



Add on

Add or change information on xerocopies by using a written or typed overlay.



Copy on colored stock

You can make copies on colored bond paper to signify copy distribution or pre-collate color sets for systems uses. The Xerox 914 will also copy on card stock up to 10 mils thick.



Copy on preprinted sheets

You can copy variable data onto stock preprinted with standard information—or—vice versa.



Xerox Corporation, Rochester, New York 14603

X9-210 Printed in U. S. A.

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XEROX

Creative Copying for Finance and Accounting Departments



1

Customer Statements

If you send statements to customers (and who doesn't?), a Xerox Copier can become your most efficient, least expensive billing clerk.

Using traditional methods of preparing customer statements, information is manually transcribed from a customer's ledger card to a customer statement. When this method is used, preparation of a typical customer statement requires several steps, including inter-leaving carbon paper for the appropriate number of copies of the statement, reversing the carbon paper and all the copies if the statement is two-sided, and typing each side.

When Xerox customers prepare statements on their Copiers, it is no longer necessary to type statements, transcribe account activity or correct errors. In fact, it is not even necessary to retype the original ledger records.



Here's how it's done:



Put the ledger card in a template that has been cut to suit your requirements, for adding or deleting information.

Then, produce errorless statements immediately on a Xerox 914® Copier.

Statements prepared by this method

Eliminate costly (and sometimes erroneous) manual transcribing

Minimize clerical time

Reduce supply costs

Create statements faster, receive payment sooner

2

Incoming Checks

When checks are received, many companies retain them until the amount can be posted on the customer's record ledger card. Thousands of dollars worth of uncashed checks may be tied up for days in Accounts Receivable waiting to be processed. Xerox customers have found a simple way to process incoming checks that promptly turns them into working capital.



When a check is received, it is copied on the Xerox 813 or 914. Several checks can be copied at once.



The original check is deposited in the bank so that it immediately becomes cash-on-hand.



The xerocopy is attached to the customer's account card, and the payment is recorded when convenient.

Here are the benefits to you:

Working capital is available faster.

The Accounts Receivable workload can be spread throughout the month.

Xerocopies are accurate; regardless of the ink used on the check, the xerocopy will copy it faithfully.

3

Delinquent Invoices

Collection letters, reminding customers of past-due accounts, are prepared by typing customer identification, date and amount due on a form letter. Additional time is spent answering customers' requests for further information and details of their charges. Xerox customers have found two methods of simplifying and increasing the effectiveness of their collection function.



As the original statement or account card is converted to an invoice by the use of an overlay to eliminate unwanted information from the account card, copy on the overlay adds a reminder that the account is past due. Since the invoice contains all of the itemized information on the account card, the customer is less likely to ask for clarification.



Attached to the invoice are xerocopies of the transaction slips. This helps to eliminate telephone or letter inquiries regarding the invoice, and speeds remittance.

By copying the customer's sales slips or ledger card directly, there is no chance of error, and no need to proofread. Collection Departments save considerable typing time, and no longer require file copies of delinquency notices. Many have found that fewer accounts remain unpaid because customers see a copy of actual records, sometimes containing their own signatures.

4

Audit Records

When important current records are removed from file for auditing purposes, they may be tied up for days. When an audit is made monthly, quarterly or annually, established procedures are shelved during the examination period. Xerox customers have found a practical, easy solution to eliminate "freezing" of active records.



Because the Xerox 914 copies from bound volumes, it is simple to make xerocopies for auditing purposes of journal pages, ledgers, and other binders without removing individual pages.

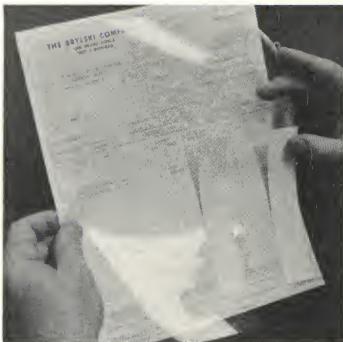


Just place the page on the scanning glass of the Copier, dial the number of copies needed, and press a button. That's all; in seconds your ready-to-use copies are available.

Multiple xerocopies can also aid the auditors; instead of waiting for one auditor to finish with a document before it can be used by another, make xerocopies for both. The auditor can examine financial statements at his leisure and work from sharp, clear black-on-white copies. He can mark on the copies themselves, often eliminating re-copying detail on work sheets. Also, copies can be retained by the auditor as a permanent record of his examination.

Add your own imagination

... and see what a Xerox Copier can do for your company!



Mask out

Delete portions of forms and other documents by using opaque overlays, templates or Xerox Snopake* Correction Fluid.



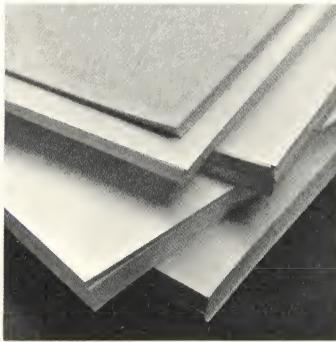
Make offset masters

Xerox Copiers will make inexpensive masters from any original. Masters made on Xerox Copiers are ready for the press.



Add on

Add or change information on xerocopies by using a written or typed overlay.



Copy on colored stock

You can make copies on colored bond paper to signify copy distribution or pre-collate color sets for systems uses. The Xerox 914 will also copy on card stock up to 10 mils thick.



Copy on preprinted sheets

You can copy variable data onto stock preprinted with standard information—or—vice versa.

XEROX

Xerox Corporation, Rochester, New York 14603

X9-209 Printed in U. S. A.

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XEROX Creative Copying for Personnel Departments



1

Visible Edge Card Files

Most personnel offices record employee information on visible-edge filing cards that are grouped in file drawers according to departments, branch locations, job categories or, in some instances, alphabetically. Since these records are more current than those maintained by other departments, they are in constant demand. When requests for this information are received, a secretary stops her other work, pulls the files and manually transcribes the information with a typewriter. A Xerox 914® Copier puts an end to this costly, time-consuming work.



Place the entire visible-edge file drawer on the scanning glass of the 914.



Dial the number of copies you need. Press a button. There is no need to remove cards from their holders. The 914 makes copies without the original moving.



In a few seconds, you'll have clear, legible, faithful copies of the file cards, copies that can be used immediately because they're dry from start to finish.

The versatile Xerox 914 Copier also makes copies from loose-leaf binders, bound volumes, accounting ledgers, and other three-dimensional objects. There's no chance of "missed information," no need to proofread the copies.

2

Employment Applications and Resumes

Ordinarily, a job applicant provides only one copy of a resume and a single set of employment forms even though he may be eligible for consideration for several positions in a company. While the resume and forms are being slowly passed from department to department, often a matter of several days, the applicant might accept employment elsewhere with a company who is able to process his application faster. Creative copying on a Xerox Copier avoids this problem.



Copy the applicant's complete resume, including his photograph and any attachments to the resume, on the Xerox Copier.



Simultaneously route these xerocopies of the resume to the various departments concerned. Attach xerocopies of any tests that might have a bearing on employment.



Use xerocopies in another way: copy applicant's photograph using a Xerox Document Carrier and Screen.

After the employee is hired, a complete application record (letters of reference, subsequent testings, etc.) can be sent to the employee's manager or to satellite locations when personnel operations are decentralized. Regardless of the type of ink or method of preparation used for the resume, a Xerox Copier will make clear, sharp, black-on-white, completely dry copies.

3

Legal Proceedings

Personnel records departments frequently receive requests for complete employee history files as well as sections of these files to support compensation or accident claims or to answer appeals by discharged employees. Because the employer is always on the defensive, he must be prepared to support his actions with adequate documentation. Furthermore, when files are subpoenaed by the court, original documents must be brought in and validated. This often means a day when records are not available. With a Xerox 914 in the personnel department, xerocopies are furnished to the court as a permanent part of the trial record.



The employee's file is pulled from the filing cabinet and



Documents pertinent to the case are copied—without being removed from the bound file—on the Xerox 914 Copier.



Even large government and insurance forms can be copied on the 914.

Using this method, you get permanent black-on-white xerocopies that are accepted by the courts as true and accurate reproductions of the original documents. On the 914, the original documents are out of the file only a few minutes. In addition, valuable personnel don't spend time waiting to present documents to the court.

4

Proposals, Pamphlets and Training Aids

Personnel departments normally develop their own booklets and instruction materials for employee indoctrination and training programs. Draft copies are written, typed and distributed to management for review and comment before final versions are approved for publication. This requires a great deal of typing to produce the number of copies needed, and graphs, charts and drawings have to be painstakingly reproduced by hand for each copy. With a Xerox Copier, only the original is typed and the necessary copies are reproduced quickly and accurately, thus saving considerable typing time.



Final versions for approval are prepared by cutting apart the original draft, removing the corrected sections, and pasting in the rewritten copy.



The paste-ups are copied by the Xerox Copier. Charts, graphs and diagrams can also be copied.

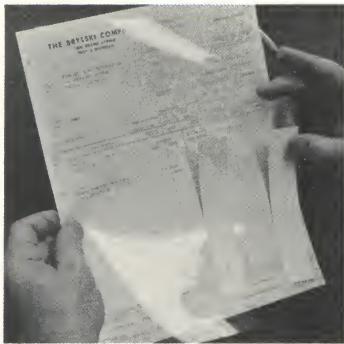


Author's comments can be made easily on the xerocopies because they are made on ordinary paper, not special sensitized paper.

Using the same technique, rough layouts for publications can be created. Approval can be accelerated by circulating several copies simultaneously for checking. Xerox 813 and 914 Copiers also are a quick and inexpensive means of making paper offset masters for long-run reproduction of forms, tests, and other instruction and testing materials.

Add your own imagination

... and see what a Xerox Copier can do for your company!



Mask out

Delete portions of forms and other documents by using opaque overlays, templates or Xerox Snopake* Correction Fluid.



Add on

Add or change information on xerocopies by using a written or typed overlay.



Make offset masters

Xerox Copiers will make inexpensive masters from any original. Masters made on Xerox Copiers are ready for the press.



Copy on colored stock

You can make copies on colored bond paper to signify copy distribution or pre-collate color sets for systems uses. The Xerox 914 will also copy on card stock up to 10 mils thick.



Copy on preprinted sheets

You can copy variable data onto stock preprinted with standard information—or—vice versa.

XEROX

Xerox Corporation, Rochester, New York 14603

X9-208 Printed in U. S. A.

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XEROX Creative Copying in Sales and Marketing Departments



1

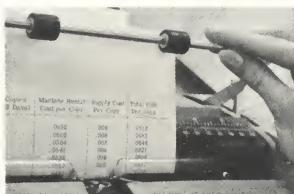
Price Changes

Revisions in price and parts lists often require the time-consuming preparation of a complete new original. In many cases, price list changes are sent out for typesetting or the preparation of a master, thus delaying prompt distribution of important information. Xerocopies made on a Xerox 813 or 914 Copier are daily providing a practical answer to this problem in hundreds of companies.

This is how Xerox customers are doing it:



Old prices are removed from the original list using Xerox Snopake* Correction Fluid, a white opaque liquid that dries almost instantly.



New prices are typed in place directly on top of the "whited-out" corrections.



After all revisions have been typed in place, multiple copies are made on the 813® or 914® Copier directly from the original.

If large quantities of price sheets or parts lists are required, use the Copier to make offset masters. These masters are delivered in a few seconds, dry, ready for press immediately.

How you benefit

You have only one original or master to prepare and proofread

You type only the corrections

The time required for typing and proofreading is greatly reduced

The original is retained for later changes

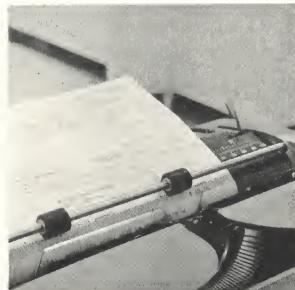
Costly outside typesetting is eliminated

2

Customer Orders

Many customer order systems require multiple carbon sets or preprinted forms. Information from the customer's purchase order is manually typed on these forms for distribution to other departments. If the typist makes an error on the original, all copies must be corrected.

Xerox customers are eliminating many costly and time-consuming steps this way:



The incoming purchase order is checked and a Master Order (MO) containing all pertinent data is prepared.



Forms for various departments are created by copying the Master Order with overlays to mask out data not needed by individual departments, and to insert new data for other departments. Copies of the Master Order can be made on Xerox 813 or 914 Copiers using colored stock to match your present system.

How you benefit

The incoming order is transcribed only once

Proofreading is necessary only for the Master Order

A whole series of costly business forms is eliminated

Errors are virtually eliminated

Costs of materials and preparation time are sharply reduced

3

Sales Proposals

How many of your sales proposals include charts, graphs, drawings or sketches? Many sales proposals contain at least one or all of these plus numerous typed pages. If a proposal is made to a large group or even a few people, more than one complete proposal is needed. The accurate preparation of such a document is often costly and slow.

Here's a better, faster, less costly way:



The original proposal is prepared on a typewriter leaving blank areas where charts, graphs or drawings will be added.



Pictorial material is added in the proper places by pasting in or drawing directly on the original typed sheets.



When the master proposal is complete, it is proofread just once and multiple copies are produced on an 813 or 914 Copier.

To add personality to your proposal, certain pages or all pages can be copied on colored stock.

Benefits to you

Every copy of your proposal is sharp, black-on-white, easy to read and follow

Typing is faster because any errors made are corrected only on the original

Proofreading each copy is unnecessary; only the original is checked

You can use sketches, graphs and artwork to add an extra dimension to your proposal

Copies are made on ordinary paper, so they're permanent; will never discolor or fade

4

Advertising Material

Advertising and sales promotion layouts and copy usually must be approved by more than one person. This means copies—copies of the typed advertising copy and layouts.

How does your agency or advertising department do it? Carbon copies of the typed material and photocopies of the layouts?

Here's a better, less costly method:



Type copy on single sheets without carbon.



Using an 813 or 914 Copier make sharp, black-on-white copies from your original on ordinary, unsensitized paper.



Make xerocopies of the ad layouts on the 914 Copier. Because the Xerox 914 can copy rigid, three-dimensional objects, you need not remove the mats from ad layouts. You can even copy board-mounted layouts, labels and package designs on the 914.

How you benefit

Notes can be made on copies of ad layouts without marking up the original

Distribution of advertising and sales promotion layouts to interested parties is speeded

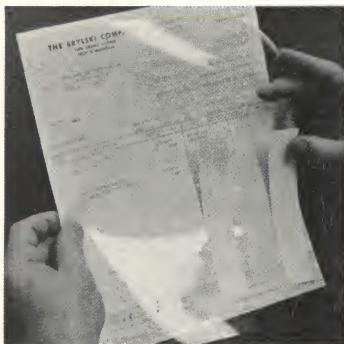
Costly photocopies of advertising layouts aren't necessary

Copies of advertising copy never have to be proofread

Changes in copy are easy; only the single original is corrected

Add your own imagination

...and see what a Xerox Copier can do for your company!



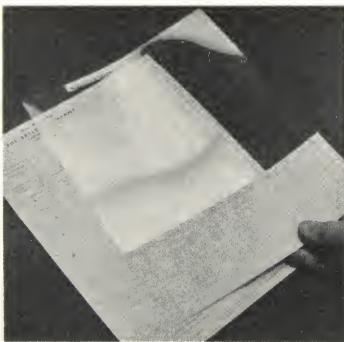
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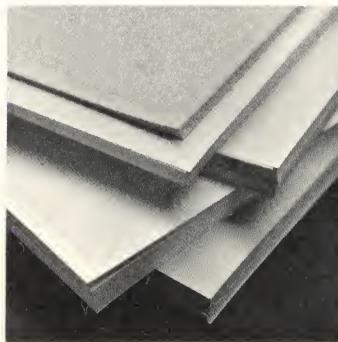
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